

NOTICE OF POSTING
POSTING DATE: 8/28/15
CLOSING DATE: 9/28/15

Recruitment of external applicants is underway concurrent with this posting.
Resumes and letters of interest can be submitted via email to employment@cambridgema.gov.
Cambridge residents are especially encouraged to apply.

JOB TITLE Communications Manager
DEPARTMENT: Cambridge Public Library

JOB CODE/POSITION #: M401-701

CIVIL SERVICE: Non–Civil Service

HOURS OF WORK: 37.5 hours per week, including evening and weekend hours as necessary

UNION AFFILIATION: None

DUTIES AND RESPONSIBILITIES:

The Communications Manager is a leadership position responsible for implementing an effective, cohesive program for all library communications, both internal and external. Under the direction of the Director and the Deputy Director, this position is responsible for analyzing all forms of library communication to identify the most effective vehicles for reaching the library's many constituencies. The Communications Manager is tasked with maximizing the library's visibility and promoting library services in the City, identifying emerging opportunities for communications, and supervising the Staff Librarian for Communications. Specific duties include but are not limited to the following:

- Envisions, develops, and manages a library system-wide communications program and infrastructure
 - Creates protocols for internal and external communications utilizing appropriate technologies
 - Working cooperatively with department managers, drives and implements the online and social media strategy for the library and creates communication platforms that foster conversation and innovation
 - Leads development and coordinates maintenance of digital and print marketing and communications materials, including online presences, brochures, newsletters, email campaigns
 - Develops and manages editorial calendar
 - Writes, edits, creates and coordinates production of library communications and library-related content for internal and external audiences
 - Ensures accurate, consistent, and timely information across all communication channels
 - Manages projects with colleagues and external consultants to assure relevance, consistency, and timely completion of projects
 - Serves as photographer as needed
- Positions the library to successfully exploit the Cambridge Public Library brand
 - Leads and coordinates staff efforts across the system to create compelling, engaging content for our online and print presence in furtherance of the library's goals
 - Communicates the vision for one brand, one tone, and directs its implementation
 - Develops and advises on outreach and promotion strategies in support of key library programs, events, and services
- Supervises Staff Librarian for Communications
 - Provides regular feedback and support and mentors this staff person in their professional growth
 - Evaluates performance annually, sets meaningful individual goals, and helps this staff member to achieve them
 - Addresses and documents performance issues in a timely manner
 - Encourages this individual to take advantage of professional development opportunities
 - Aids in the recruitment and participates in the interviewing of prospective communications staff
 - Creates and implements effective training for new staff
- Fosters creative, meaningful collaboration within the library, with other City departments, and in the community

- Brings a proactive, innovative, and service-oriented spirit to identifying, investigating, and proposing further opportunities to enhance the value of the Library to the community
- Functions as a member of the leadership team of the Library
 - Leads library-wide committees and attends staff meetings as assigned
 - May represent the Library at community meetings and participate in community events
 - Keeps informed of professional developments and attends professional meetings and trainings as appropriate or required
 - Undertakes special tasks as assigned, as well as any other duties required for the good of the Library

MINIMUM REQUIREMENTS: Bachelor's degree in related field required. A minimum of five years of successful writing, editing, and content production experience. Knowledge of graphic design principles and experience with media relations are required. Knowledge of public libraries and supervisory experience are desired. In exceptional instances, specialized education, training, and/or experience may be substituted for part of the educational requirement. Highly adept at translating complex information into relevant and understandable communications for diverse audiences; Skilled at successfully achieving goals by working effectively (as the situation requires) as either a team member or a leader who can influence and motivate others. Proven ability to successfully manage organizational marketing and public relations as well as experience working with publicity, both print and online; Knowledge of and experience with social media formats and analytical tools; Understanding of branding, integrated marketing communications, public relations, strategy development and implementation within an organization serving diverse populations; Ability to think analytically, solve problems, envision alternatives, work independently and under pressure, meet deadlines, and effectively prioritize work; Ability to complete tasks quickly and accurately, and to meet aggressive deadlines; Enthusiasm for successful and efficient change. Ability to adapt to new situations and to reinvent systems, procedures, and roles in the furtherance of the library's mission and objectives; Ability to remain calm and clear-headed at all times, to manage emergency situations; Punctuality and dependability; Ability to contribute positively to the culture of the Cambridge Public Library; Necessary attributes: honesty, maturity, enthusiasm, resourcefulness, good judgment, good memory, accuracy and attention to detail, decisiveness, tact, diplomacy, patience, creativity, excellent oral and written communication skills, commitment to outstanding customer service, commitment to team work within the library system, commitment to promoting access to all library resources, a cheerful disposition, a willingness to work harmoniously with both library staff and library users.

PHYSICAL DEMANDS: Physically able to operate a variety of technical equipment such as computers, scanners, printers, and mobile devices; Ability to sit and use computer workstation, including keyboard and visual display terminal, for extended periods of time; Must be able to pay close attention to details and concentrate on work; Time management ability to set priorities in order to meet assignment deadlines; Sufficient clarity of speech and hearing or other communication capabilities which permit the employee to communicate effectively; Sufficient vision or other powers of observation which permit the employee to read printed and online materials.

WORK ENVIRONMENT: Works in assigned area, including branches, as necessary. Work is performed primarily in an indoor setting at the library, including public and shared-office spaces. Normal office exposure to noise, stress, and interruptions.

RATE: \$67,385-\$81,429 + excellent benefits

APPLICATION PROCEDURE: Internal applicants submit a job bidding form and **2 copies** of both your resume and letter of interest; external applicants submit both your resume and letter of interest **by 8pm** on the closing date via email to: employment@cambridgema.gov or to Personnel Dept, Room 309, City Hall, 795 Massachusetts Avenue, Cambridge MA 02139. Fax 617-349-4312.

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